

CTEoc DMA PLC
Column Five Media: "The Art of Visual Storytelling" – Edward Life Sciences/Medical
Scientific Illustration and Infographics/Data Visualization
Costa Mesa Community Center
Friday, November 2, 2012
1:30 – 3:00 p.m.

Attendees:

Teri Brudnak, Corona Del Mar High School – PLC Lead
Merry Kim, Coastline ROP – Facilitator
Jillian Johnson-Sharp, Central County CTEP – Facilitator
Kent Baker, Capistrano Valley HS
Lisa Cermak, Newport Harbor HS
John Harnack, Mission Viejo HS
Tina Murphy, Northwood HS
Carols Navarrete, Corona del Mar HS
Patricia Waterman, Santa Ana College
Kevin Lewis, Bolsa Grande HS
Christian Nguyen, Sonora HS
Katie Hackett, Northwood HS
David Katz, Valley HS
Noe Heriquez, Santa Ana HS
Barbara Pieper, Sonora HS
Gina Gonzalez, Estancia HS
Cynthia Holland, Santa Ana HS
Danny Loya OUSD
Maharaj Chester, Godinez Fundamental HS
Richardo Manrique, Saddleback HS
Michael Gamnig, Segerstrom HS
Greg Berger, Westminster HS
Dan Isbell, Santa Ana USD
Todd Shafer, Westminster HS
Mark Reid, Dana Hills HS

1. Welcome & Introductions:

Merry Kim introduced herself, Jillian Johnson-Sharp as Facilitator and Co-Facilitator respectively and Teri Brudnak, as the PLC Lead Instructor, and welcomed members to the PLC Meeting.

Merry identified some handouts (attached) and informational packets/brochures that she had brought for the members. In particular two booklets: ***Orange County Workforce Indicators 2012/2013*** and ***from Backpack to Briefcase*** provide current job information/statistics and employment preparation activities for students.

She also stated that she had grant funding to support externships/training in infographics and data visualization. The training will be available in November/December, and she will be sending out detailed information when it becomes available. Merry asked the members to note their interest in the training on the informational survey sheet that they had been given to complete. These will be collected at the end of the meeting.

2. PLC Activities for 2012/2013

Merry advised the group that this was the first PLC of year, and that the hope would be to have at least two more meetings in the New Year. She asked the members if they had any suggestions or requests with respect to activities or trainings they would like, and/or companies they would like to have as guest speakers. The members had the following suggestions:

- Meetings/forums for high school students
- Companies:
 - Roland
 - Red Video Cameras - Lake Forest
 - 2 Advanced Studios, Aliso Viejo
 - Blizzard
 - Google
 - Apple
 - Chapman University
 - UCI Animation
 - Cal State Fullerton
 - Cal State Long Beach

Merry thanked the members for their suggestions, and will keep them posted regarding future planning.

3. Presentation by Column Five Creative Agency: The Art of Visual Storytelling

Merry introduced Ian Klein, a Senior Designer from Column Five Creative Agency in Costa Mesa who was here to give a presentation on The Art of Visual Storytelling. Mr. Klein explained his journey to Column Five started by studying English at Washington University, and dramaturgy at Columbia University. Dramaturgy, he explained, is the study of how drama is made.

Mr. Klein provided information about Column Five and the type of work that they do. Column Five Media provides services in the areas of infographics, social media seeding and content strategy. Their new book ***“Infographics: the Power of Visual Storytelling”*** is both informational about the field of infographics, and instructional. A major focus of their work was in visual storytelling, using illustrations and images to convey information. The company marketing states “We help clients present information through beautiful and stimulating infographics that

make concepts quickly and easily understood, and sharing of content effortless both online and offline. Whether for editorial, scientific or marketing purposes, these graphics serve to efficiently communicate a visual message that is both informative and engaging.”

Mr. Klein focused his presentation on the project Column Five did for Edwards Life Sciences and the range of skills that individuals need in order to be successful in this field. The Edwards Life Sciences project was on Aortic Valve Replacement and the task was to provide information to patients regarding new surgical procedures, and options for patients. In creating the material they needed to be able to showcase new methods via illustrations that, while accurate, did not alarm or offend their clients or prospect patients. A considerable amount of time was spent with the medical experts to gain an understanding of the content in order to synthesize the complex ideas. For every project clients were always given a couple of options of graphic styles. Different members of the team may have different styles, and the company tries to leverage everyone's talent.

Mr. Klein's presentation included details on the development process, and what makes good information design.

Addressing what qualities Column Five look for in the people they hire, Ian stated that they value:

Skills: Solid Art background and the ability for dynamic design.

Tools: for Designers most tools are program related – and would need to be transferable. On the programming side, knowledge of D3 JavaScript libraries is now very essential. Content needs to be mobile friendly. Output goes to multiple formats including Vimeo and YouTube. Flash is no longer necessary because of HTML5. After Effects is used for Animation, and assets are developed in Adobe Illustrator. Output goes to

Training/Education: They favor applicants with Adobe InDesign experience. Designers need strong illustration skills.

Hiring Process: They look for evidence of diverse work in candidate's portfolio. They also want to see evidence of analysis and understanding of the project that is being designed. Candidates should be able to address a few different design styles because of the variety of clients and materials they would need to work with.

Work culture: Column Five has a collaborative culture, with theme-based conference rooms to prompt creativity.

Mr. Klein concluded his presentation by saying that they would be happy to have people visit their facility in Costa Mesa.

Merry thanked Ian and extended the appreciation of the group for his presentation.

Information on the book:

“**INFOGRAPHICS: The Power of Visual Storytelling** (WILEY; ISBN: 978118314043; Paperback & E-Book; September 2012; \$29.95), Column Five cofounders Jason Lankow, Josh Ritchie, and Ross Crooks provide insight into effective infographic creation. With DIY functionality, **INFOGRAPHICS** teaches readers how to find stories in data, craft a compelling narrative, and represent it visually for any audience.

INFOGRAPHICS delves into the power of visualization, examining why it is so effective in aiding in the comprehension and retention of complex information. Those wishing to communicate effectively will learn about the variety of applications of infographics, such as internal presentations, interface design, editorial and marketing purposes, and more.”

4. Upcoming Events/Competitions

Vital Link OC DMA Competition 2013: Official announcement will be forthcoming, but preliminary information is that each teacher can submit best work from a maximum of 10 students. Each teacher can submit only one artwork per student.

Artwork is due by March 10, 2013. Judging will take place at the **Youth Expo on April 12-14, 2013** at the Orange County Fairgrounds. Judging criteria will include creativity, originality, etc. They are looking for judges, so if anyone has any suggestions, please let Merry know.

Merry collected the Survey Sheets. Prizes were awarded.

5. Adjournment

The meeting was adjourned at 3:00 p.m.